

WasteNet

Spring 2003



newsletter

Commercial Solid Waste and Recycling News

Putting Waste Reduction First

What is "Waste Reduction"?

Waste reduction is any activity that reduces, avoids, or eliminates the generation of waste. It focuses on preventing waste as opposed to controlling, treating or managing waste after it has been generated (e.g. landfilling, recycling).

Some examples of waste reduction activities are:

- Double-sided printing
- Using reusable mugs
- Changing paper forms and systems to electronic versions
- Reusing or eliminating manufacturing scraps

Your waste reduction opportunities depend on the type of waste your company generates as well as the type of business processes in place.

How Can Waste Reduction Activities Benefit My Company?

By incorporating waste reduction activities into your business operations,



your company could realize:

- Reduced purchasing costs
- Reduced garbage collection fees
- Increased efficiency and productivity

What Steps Should My Company Take to Incorporate Waste Reduction Activities?

To start realizing the benefits of waste reduction, your company can:

1. Look at the materials in your waste-stream and which business processes generate those waste materials
2. Learn and brainstorm about the different waste reduction activities that may benefit your company
3. Phase different waste reduction activities into action

4. Track the amount of waste reduced and any cost savings

What Waste Reduction Resources are Available?

Sunnyvale's Commercial Services website at www.ci.sunnyvale.ca.us/recycle (Commercial Services link) is available to provide businesses with more information on:

- Reducing office and lunchroom/cafe waste
- Industry specific waste reduction
- Preventing junk mail
- Preventing waste at special events (e.g. workshops, employee fairs)
- Obtaining free waste reduction posters

Your business can also request a free waste assessment, which includes personalized waste reduction and recycling recommendations, by calling (408) 730-7484.

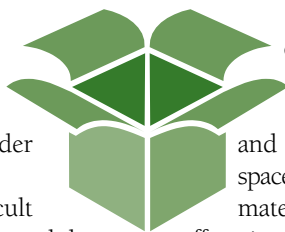
Put waste reduction to work for your business and begin to realize the benefits!

Making Smart (Re)Use of Packaging Materials

With most packages your business receives, you probably also get a little of something that you didn't order — packaging material.

Unfortunately, it can be difficult to recycle packaging materials and these generally bulky items can end up occupying valuable and costly space in your garbage container.

To save on the purchasing costs and disposal fees associated with packaging material, your company should set up a formal process for reusing packaging materials for your



own outgoing packages. If you're not able to reuse all of the material internally and don't have adequate storage space for future use of the materials, the following free drop off options are available in Sunnyvale for bubble wrap and packaging peanuts:

JDM Packing Supplies (reuse)
(408) 739-2500
176 E. Fremont Ave

UPS Store (reuse)
(408) 733-8382
1111 W. El Camino Real, Suite 109
(408) 245-1600
1030 E. El Camino Real

Contact the Commercial Recycling Program at (408) 730-7484 for information on diversion opportunities for other types of packaging materials.

Do you think your business has an exemplary waste reduction and recycling program? Let us know! Your business could be highlighted in the next edition of WasteNet.

Calendar of Events

Business Hazardous Waste Drop-off Events
June 20th • July 18th • August 15th

Businesses may participate by appointment only.

Visit www.hhw.org or call (408) 299-7300 for more information.

California Waste Reduction Awards Program (WRAP)

Applications must be postmarked by June 30, 2003.

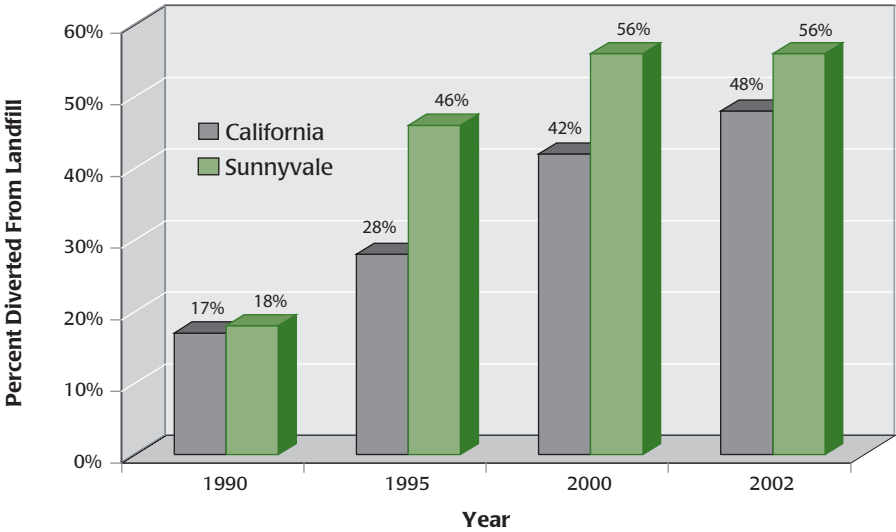
Visit www.ciwm.ca.gov/WRAP or call (916) 341-6604 for more information.

State & Local Diversion Rates Soar

According to the California Integrated Waste Management Board, California diverted 48% of its waste stream from landfills last year. This figure represents a veritable mountain of materials — *more than 34 million tons* — which was diverted by cities and counties that have embraced diversion over disposal.

Thank you to Sunnyvale residents and businesses who helped the City of Sunnyvale to achieve a 56% diversion rate in 2002!

Diversion Rates



Solid Waste and Recycling Resources

Commercial Recycling Program

Business waste reduction, recycling, reuse, and buying recycled assistance — (408) 730-7484

www.ci.sunnyvale.ca.us/recycle/commercial.htm
jbenabente@ci.sunnyvale.ca.us

Revenue Division

Commercial garbage service start/stop & billing questions — (408) 730-7681

Santa Clara County Hazardous Waste Recycling & Disposal Program

Hazardous waste drop off appointments & information — (408) 299-7300 www.hhw.org

SMaRT Station® (301 Carl Rd, SV)

Disposal/recycling drop-off center; 7 days a week, 8am-5pm — (408) 752-8530
www.ci.sunnyvale.ca.us/recycle/smart-rec.htm

Specialty Solid Waste & Recycling

Commercial cardboard recycling service start/stop — (408) 565-9900

WasteNet

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WasteNet is available online at
www.ci.sunnyvale.ca.us/recycle/commercial.htm

Business Bulletin

California Waste Reduction Awards Program

www.ciwmb.ca.gov/WRAP

California's Waste Reduction Awards Program (WRAP) recognizes large and small businesses (over 1600 so far!) for their creative and aggressive waste reduction programs. Applications are available online or by calling (916) 341-6604. Completed applications must be postmarked by June 30.

Turning Trash Into Treasure

Avoid disposal costs and conserve valuable resources by making your unwanted business equipment and materials available for reuse. Look into reuse options such as:

- California Materials Exchange (CalMAX) — www.ciwmb.ca.gov/CalMAX/
A CalMAX flyer is enclosed with this edition of WasteNet!
- Resource Area for teachers (RAFT) — www.raft.net

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- Putting Waste Reduction First
- Making Smart® (Re)Use of Packing Material

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